

PRESS RELEASE

SHARE BUY BACK INFORMATION

Milan, 16th July 2012 - Piaggio & C. S.p.A. announces the purchase, on 5th July 2012, 6th July 2012, 9th July 2012, 11th July 2012, 12th July 2012 and 13th July 2012 of no. 388.000 treasury shares at an average price of 1,8688 Euro per share, for a total of 725.085,10 Euro, pursuant to the resolution passed at the Shareholders' Meeting held on 13 April 2012 (previously communicated as per article 144 *bis* of Consob Regulation no. 11971/1999).

Details of the transactions on a daily basis are indicated below:

Date	No. of purchased shares	Average price (euro)	Total (euro)
05/07/2012	65.000	1,8963	123.259,50
06/07/2012	120.000	1,8792	225.504,00
09/07/2012	8.000	1,8627	14.901,60
11/07/2012	35.000	1,8950	66.325,00
12/07/2012	130.000	1,8498	240.474,00
13/07/2012	30.000	1,8207	54.621,00

Following these transactions, taking into account the treasury shares already in portfolio, Piaggio & C. S.p.A. holds a total of no. 8.491.142 treasury shares, equal to 2,284% of the share capital.